

ATARI®

Coin Connection™

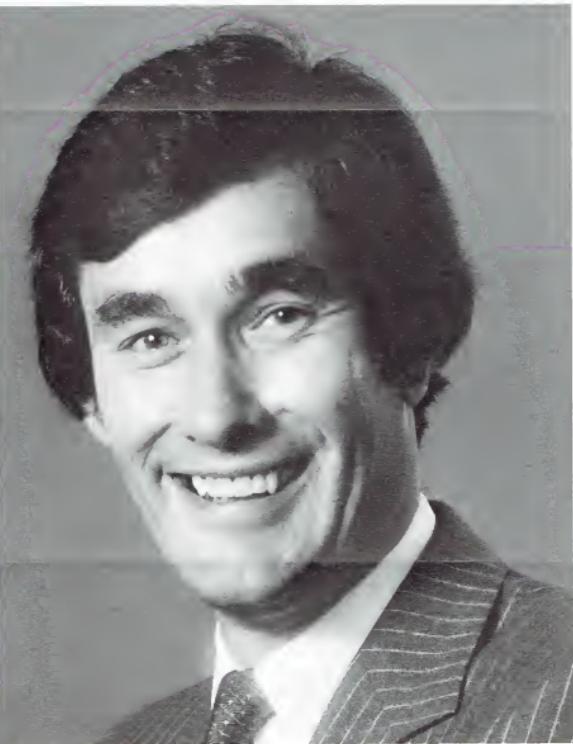
Farrand Appointed Division President

John S. Farrand was recently named president of Atari's Coin Video Games Division. For the past four months, Farrand has been executive vice president of the division.

As the new division president, Farrand will oversee all aspects of manufacturing, engineering, sales and marketing for the Coin Video Games Division. He will report directly to Raymond Kassar, president and C.E.O. of Atari.

"Having almost twenty years of experience in this industry, Farrand has shown an in-depth understanding of the challenges that await. He brings to this position the ability to conquer these challenges," said Kassar.

Prior to joining Atari, Farrand spent sixteen years at England-based Music Hire Group, one of the largest private operating companies in the world. As president of Music Hire, he was responsible for all aspects of the manufacturing, distribution, and operation of their amusement products. Before that, he was an engineer at High Fidelity, an England-based electronics company.



Youth and Community Resources

This is the third in a series of articles on Youth Lifestyles by Graduate Intern Brenda Wells Flexer.

The Typical Video Game Player

The typical video game player, the young single male, is more likely to play games because his life-style enables this freedom. He has more discretionary income and fewer outside commitments than fe-

males or other age groups. Frequent players enjoy the opportunity for self-expression, the competitive challenge, and the social interaction of the video games. These are also the youth who seek excitement and thrills.

A recent Omnibus Study indicates that youth ages 13 to 20 are the most frequent players and the 16 to 18 year old

single male as the primary consumer of video games.

Problems Faced by Youth

Unemployment, drugs, peer pressure, excess leisure time, and just plain growing up are a few of the problems faced by the teenager of the 80's. They live in a more complex society than those of us who grew up in the 60's or 70's. However, in spite of more outside problems, teenagers of today are still not too different

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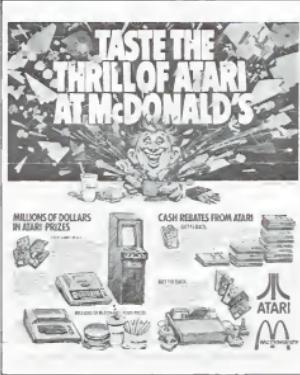
Taste The Thrill of Atari At McDonald's

Atari, Inc. and McDonald's Corporation recently launched the largest joint promotion in Atari's history. "Taste The Thrill Of Atari At McDonald's", a spectacular, nationwide contest, began August 15th and will continue through mid-October at participating McDonald's stores.

During the promotion, over 500 million "Scratch-And-Win" cards will be given away at more than 5,600 McDonald's locations. Each card is based on one of four Atari coin video games or home cartridges—Asteroids™, Centipede™, Missile Command™, and Star Raiders™. Players must scratch the card to reveal two prizes that match, without getting "ZAPPED". Participants in the contest may win an Atari home video game, Atari 400™ or 800™ Home Computer, a

Cabaret Centipede™ or one of thousands of McDonald's food and drink prizes. In addition, there's a chance to win one of 50 grand prizes—a Deluxe Home Entertainment Center consisting of an ATARI 5200™ home video game and cartridges, and ATARI 800 Home Computer with accessories, a Cabaret Centipede, and a large screen television.

"We are delighted to have joined forces with McDonald's in this kind of promotion," stated Don Osborne, Vice-President of Sales and Marketing. "I feel it will not only create additional exposure of video games to players of all ages, but will also reinforce the fact that the games provide wholesome entertainment for the entire family."



Centipede™ Named "Game of the Year" by Operators

ATARI Centipede was recently voted "Game of the Year" for 1981-82 by the Southeastern Michigan Game Operators Association. In a ceremony held in Livonia, Michigan, Hank Heiser of Bally Midwest, Inc. presented Bob Harvey, Regional Sales Manager, with the award.

The ceremony was a part of the 1982 "Empire Follies", an annual fundraiser organized by Hank Heiser to benefit the "International Order of Al Hombra". This year's event attracted over 800 people and raised more than \$45,000 in contributions for aiding retarded children in Michigan.

Hank Heiser presents Bob Harvey with "Game of the Year" award for Centipede.



Youth continued

ent from the past in that they still seek recognition and acceptance by their peers. They can be defiant of authority (adults who supervise and control their daily lives) and they are inclined to make "spur of the moment" decisions, seek high-risk activities and enjoy challenging and competitive activities.

For those businesses seeking the teenage consumer and providing commercial recreation geared to the interests of this age group, it is important to provide an environment conducive to positive social activities. There is a different set of values emerging among today's young adults. Value is now placed on the following: participatory activity; small primary groups; control over environment; momentary interests and experiences; and a desire for immediate satisfaction.

Teenagers are better educated, under more stress, more affluent and discerning, and more pleasure-oriented. These values are conducive to an interest in coin-operated games.

Community Resources

In every community there are resources (agencies, institutions, or organizations) concerned with serving the teenagers of their city or town. These resources can be a tremendous support to a commercial recreation business seeking the teenage consumer if there is good communication established between the two. Some examples of the types of resources which may cooperate with local businesses attracting the teenage consumer are:

- County Offices or City/Town Halls.
- Youth Serving Social Service Agencies (i.e. Youth Employment Service, Crisis Counseling Centers, Mental Health, etc.).
- Police Departments (often they have a Youth Services Detail with police officers assigned who are sensitive to youth needs and interests).

- Youth Commissions whose members are advocates for youth.
- Public Park and Recreation Agencies (often working cooperatively with commercial recreation businesses).
- Churches.
- School and/or parent-teacher associations.
- Charitable organizations (i.e. Lions Club, Jr. Chamber of Commerce, etc.).

Lastly, the most valuable resource in the community are the teenagers themselves. The avid video game players may be your best resource to support the industry.

FARRELL'S CREAM PARLOR RESTAURANT



Dig Dug™ and Fygar™ recently visited Farrell's Ice Cream Parlour and Restaurant in Woodland Hills, California, to celebrate the grand opening of Farrell's expanded coin video gameroom. "It was great fun!" exclaimed Dig Dug, upon his return to Atari headquarters. "We really enjoyed meeting our fans and showing them the excitement of the Dig Dug game."

Dig Dug is engineered and designed by Namco, Ltd. Manufactured under license by Atari, Inc.

OPERATOR OF THE '80s

E. Randall Reed of Austin, Texas



What do video games, cattle breeding and flying have in common? E. Randall Reed of Le Fun in Texas has combined these three diverse activities in his unique lifestyle.

Not a typical amusement center owner, Reed commutes by plane once a week to his other source of income—his cattle ranch which is 35 miles east of Laredo. It's a two hundred and fifty mile stretch between his arcade in Austin and the ranch in Laredo, and too far to drive, so he uses his single-engine Cessna. Reed was in charge of an aviation battalion in 1964 during the Vietnam War and before that he was in Korea, so flying between Laredo and Austin is all in a week's work.

On his 800-acre ranch, he has sixty registered Beefmaster cattle—a new breed of cattle and the second fastest growing, according to Reed. They are a unique breed because of their ability to thrive on the semi-desert land of southern Texas.

Reed, besides having sixty cattle, has about sixty video games in his other place of business—Le Fun, in Austin. Reed got started in the amusement industry about ten years ago. His wife's uncle, an amusement park operator in another Texas city, encouraged Reed to try his hand in the amusement world. Reed's center, Le Fun, is located right at the entrance to the University of Texas at Austin which has an enrollment of about 42,000 students. Le Fun's clientele is mostly students because of its close proximity to the campus. It is open between the hours of 9:30 a.m. and 1:00 a.m., and on Friday and Saturday it is open until 3:00 a.m.

"Le Fun is a clean, straightforward, good game room," says Reed. "We're not unusually different from any other arcade." One of Reed's six twenty-hour-a-week employees has a little more to say (about the arcade) than his modest employer. Richard Malley, a manager at the amusement center writes... "Hello from one of the strongest bastions of video games in the country, Austin, with its large student population, is brimming with family amusement centers and I am proud to be an attendant at the finest one, Le Fun. My employer, Randall Reed, has for years believed that the best way to run an arcade is to emphasize the

games as the best drawing card and it is because of this that he is a loyal Atari customer. Atari's excellent maintenance record fits in very well with Mr. Reed's



Trade Show Calendar

Atari will be presenting their latest coin-operated games at several trade shows this fall. Mark your calendar now with the following trade show dates. We hope to see you there!

Show	Dates	Location	Contact
Congress of Recreation and Parks	Oct. 24-27	Commonwealth Convention Center Louisville, KY	Nat'l Recreation and Park Association P.O. Box 17413 Dulles International Airport Washington, D.C. 20041 (703) 471-5761
A.M.O.A.	Nov. 18-20	Hyatt Regency Chicago, IL	Amusement and Music Operators Association 2000 Spring Road Suite 220 Oak Brook, IL 60521 (312) 654-2662
I.A.A.P.A.	Nov. 18-20	Bartle Hall Kansas City, MO	Int'l Association of Amusement Parks and Attractions 7222 West Cermak Road Suite 303 North Riverside, IL 60546 (312) 442-5866

commitment to provide the best and most playable games to his customers."

Reed's straightforward personality is reflected in his arcade. No smoking is allowed; neither is drinking or eating. He adds approximately four or five games a month and tries to keep up with the latest machines. The arcade is set back about ten feet from the street with a porch at the entrance. Le Fun is about twenty five feet by seventy feet on the inside. The floor carpet is deep red and video games skirt the walls. There are also some islands of cocktail style games in the center. Two feet from the ceiling, a mirror encircles the room. The southern wall has a strip of stained glass and it is reflected off of the mirrored walls. The illumination of the stained glass gives color and movement to the arcade.

A tribute to the Texan rancher, Le Fun is a popular straightforward amusement center to which students flock.

TECHNICAL TIP

Dig Dug™

Problem: Four credits for one coin.

Solution: Do the following PCB modification:

Note: There are two different PCBs for Dig Dug. The early PCBs are marked as part number A038156, and have large, 40-pin chips located near their centers. The newer PCBs are marked as part number A038575 and have the large, 40-pin chips along one edge, away from the edge connector.

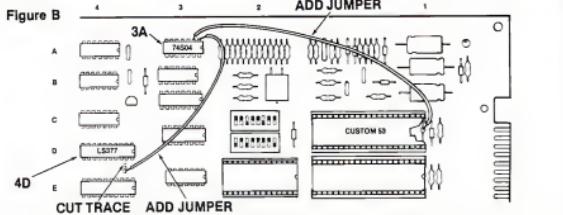
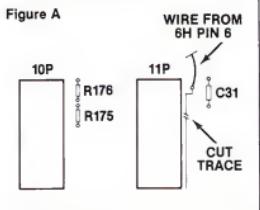
Modification for A038156 (early PCBs):

1. Cut trace between pins 18 and 19 of LS377, location 4D (see Figure B).
2. Jumper pin 1 of 74S04 at location 3A to the feed-through, as shown below.
3. Jumper pin 2 of 74S04 (at location 3A) to feed-through between pins 1 and 42 of the custom integrated circuit at location 1/2C.

Modification for A038575 (new PCBs):

1. Cut the trace between the custom chip in location 11P and the capacitor labeled C31 (see Figure A).
2. Jumper pin 6 of IC H6 (74LS00) to the feed-through hole shown in the illustration.
3. Jumper pin 11 of IC 7D (74LS32) to pins 4 and 5 of IC H6.

Figure A



Here are the latest updates to our roster of Atari Video Superstars.



Game	Player's Name	# of Points	Date and Time	Location
Dig Dug™	Eric Smith 14 years	1,379,450	8/1/82	Spectrum Entertm. Mammoth Lakes, CA
Space Duel™	Scott Macalino	342,720	5/21/82 1 hr 30 min	Millinocket, ME
Tempest™	Eric Glick 18 years	1,311,290	5/22/82 1 hr 30 min	7-11 Store Houston, TX

Promotion for Profit

September means "back to school" for students who frequent your location. And it's the time for you to plan your "curriculum" of school promotions.

Advertise your location in local school newspapers, including a coupon good for a free game. Or advertise that players who bring in their ticket stub following a school football game or other event will receive a free token. Set up a program of awarding game tokens for each "A" or "B" on your players' report cards. Of-

fer to loan games to your local school for a special student function or fundraiser. Or, offer to speak to a business class about setting up and operating a location or route business.

There are dozens of ways to promote your business by becoming involved with your local schools. It will not only encourage hundreds of potential players to visit your location, but can improve your image within the community as well.

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